

Texas Living

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ARTISDAY

Serene scene

Tranquility is Agnes Martin's trademark in an exhibition at Houston's Menil Collection.

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Creative types learn the art of making money

By OLIN CHISM
Staff Critic

To many people, the idea of the artist as a businessman is a contradiction in terms. Yet the point of this unusual and sensible program is that the artist who isn't both is going to have a hard time succeeding.

The episode, part of the *Right on the Money* series, focuses on two artists: award-winning newcomer Karin Jacobson, a jewelry designer; and abstract expressionist Michael Filan, who's in midcareer. Both obviously feel deeply about their art, but both have also learned that artists have to deal with the practical matters of life: making a living, taxes, insurance, getting known, selling at the right price, dealing with other professionals and so on.

One commentator, artists' career coach Caroll Michels, says

TELEVISION REVIEW

Making a Living as an Artist

A- 8 p.m. Wednesday on KDTN-TV, Channel 2. Chris Farrell, host and executive editor; Joe Garbarino, executive producer; produced by Twin Cities Public Television. 30 min.

young artists often find it hard to shift their thinking toward practical matters. For instance, what to charge for a work of art. The figure shouldn't be picked at random, she says, but should be based on such factors as the cost of materials, the amount of time needed to produce the work and other practical considerations.

Ms. Jacobson says she made two mistakes as a beginner: She priced her art too low and she made things that took too much time. Mr. Filan found his emotions

a handicap: He was depressed when he sold his first work of art, a favorite. "I didn't want to let it go."

Most artists have to have a second job. "The trick is to find a job that doesn't drain you or use the same part of you that you use in your art process," Mr. Filan says. The job should also be one that offers health insurance and a 401K, he says.

Some other points made: You have to know your market, you have to be willing to promote yourself and your work, you need to use accountants and lawyers who specialize in the arts, you need connect to other artists.

Making a Living as an Artist nicely balances respect for artists and their work and attention to the practical matters of building a career.

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Roy Zipstein

Artist Michael Filan recommends artists find a second job to help supplement their income early in their careers.